

**REMARKS**

Claims 1-12 stand rejected under the 35 USC 103 as unpatentable over Revesz in view of Brick. Applicants have cancelled claims 1-12 and submitted new claims 13-23.

Revesz discloses a display module 10 which is capable of intermittently displaying pricing information 18 and alternate information 20.

Brick compares message addresses with ESL addresses, not current memory contents with planned contents.

Revesz and Brick fail to disclose a method or system for "comparing a first data image including a first table of a plurality of registers of said ESL and current contents of said registers with a second data image including a second table of said registers and planned contents of said registers to determine a number of said registers less than all of said registers whose planned contents are different than corresponding current contents and, for scheduling a message for transmission to the ESL updating only the number of said registers to include corresponding planned contents.

Applicants have noted the prior art made of record but not relied upon.

In view of the foregoing remarks, Applicants  
respectfully submit that the pending claims be allowed.



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